

Sugar City Logo

Before



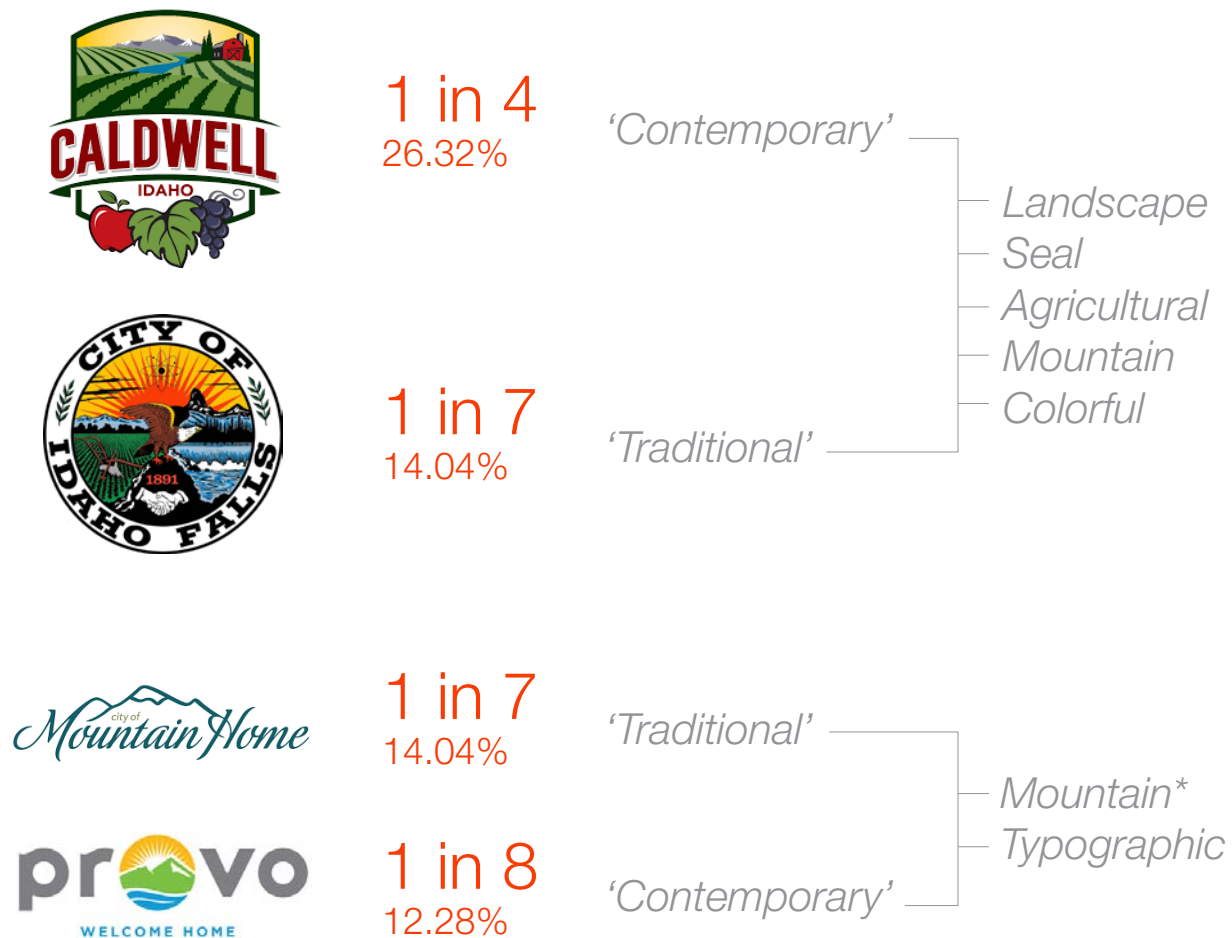
After



We conducted a Community Survey to identify which logos were closest to “ideal” for Sugar City.



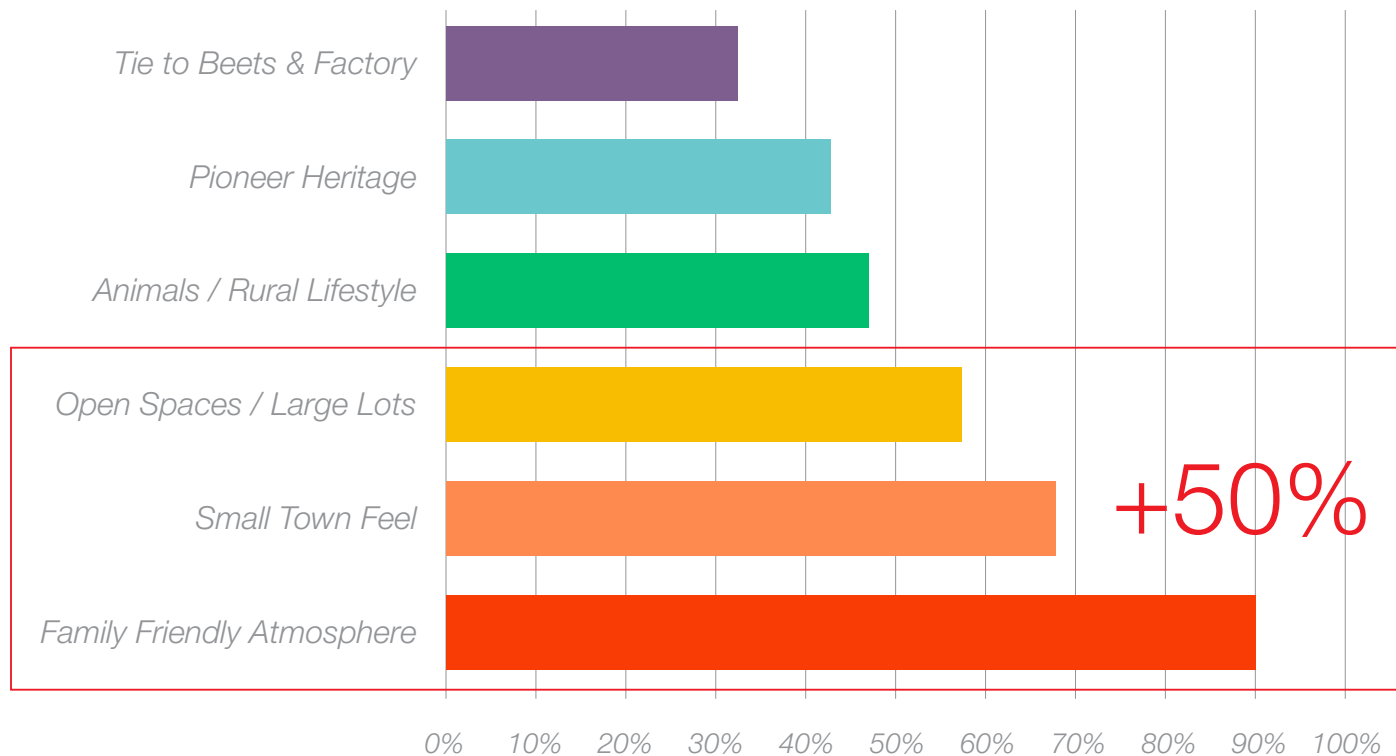
Here are the results:



*Additional "mountain" requests from Question 3

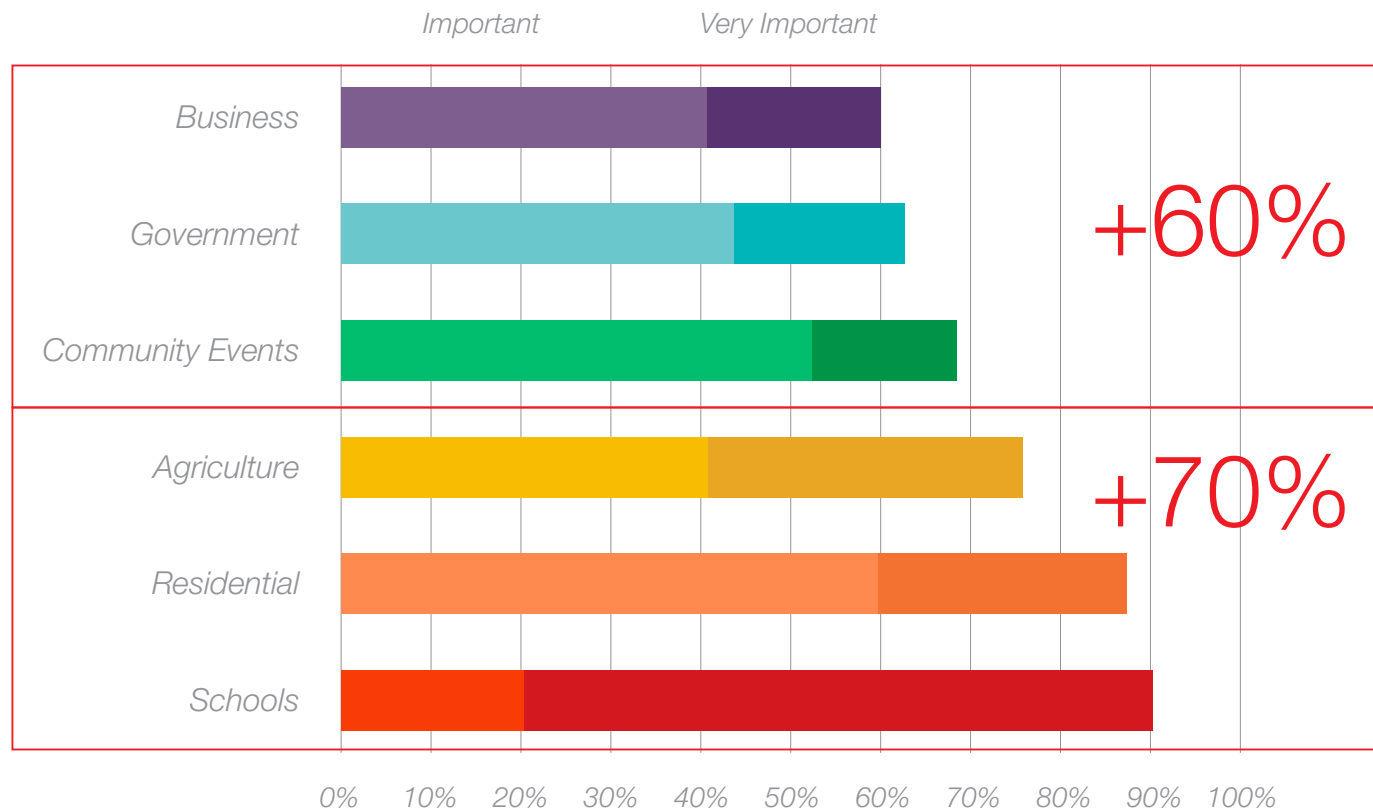
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

Which aspects of Sugar City’s Heritage should be preserved in Future?



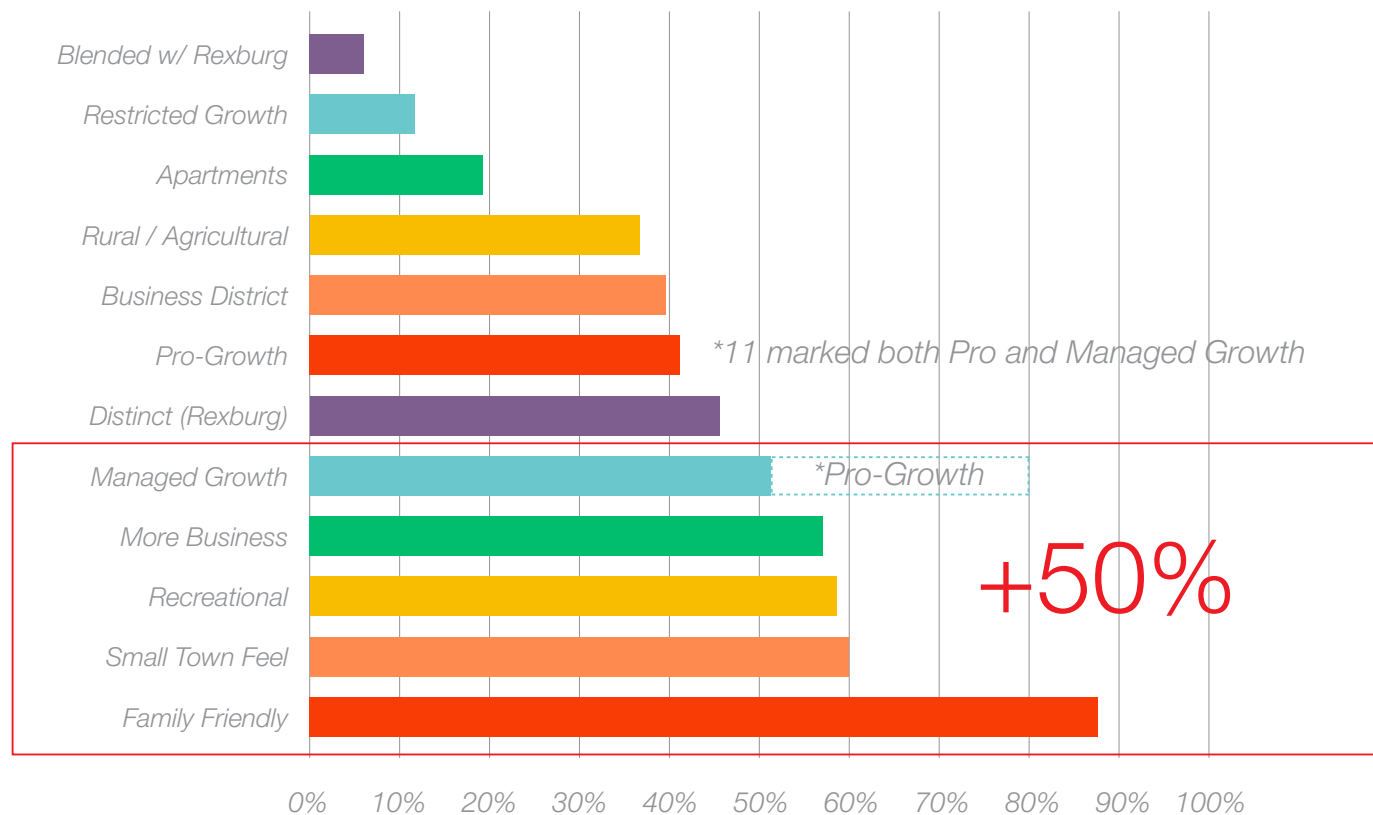
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

How important to Sugar City are the following?



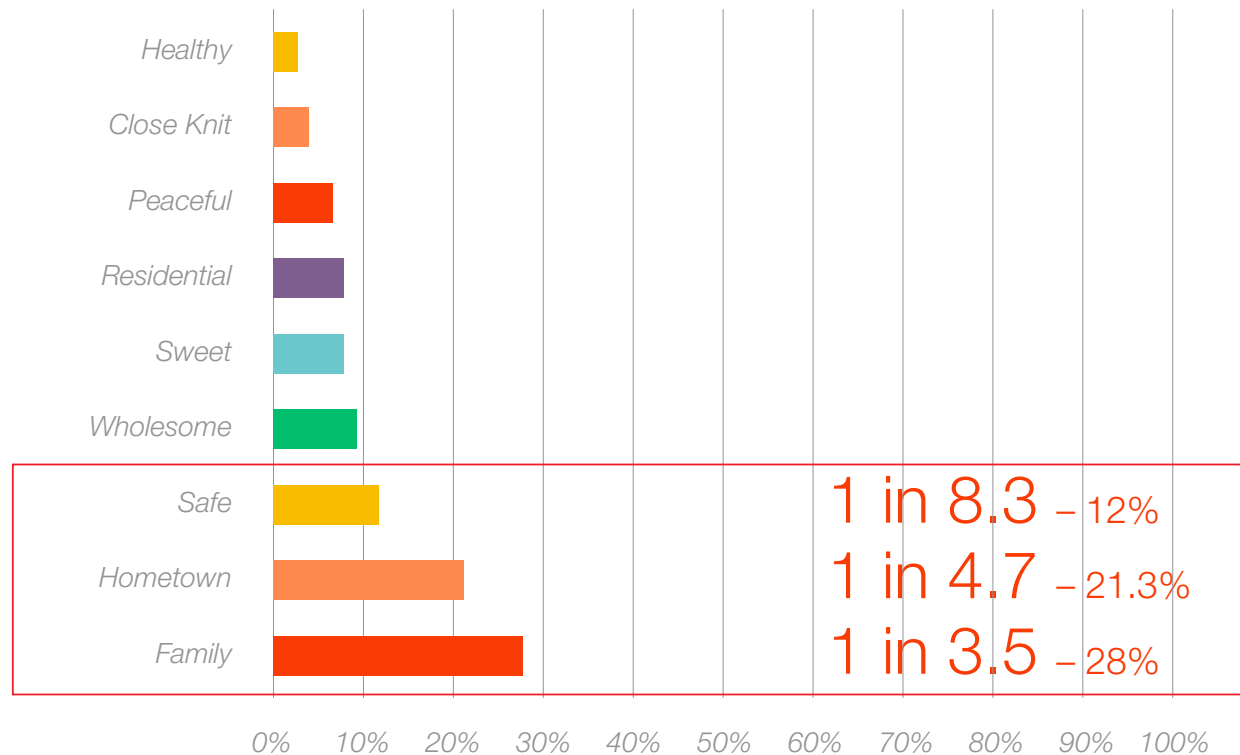
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Hopes for the next 30 Years.



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Sugar City is a _____ community?



Here are the criteria developed from the first two community surveys:

CRITERIA

Family Friendly
Hometown
Colorful
Open
Growth Friendly
-Agricultural
-Recreation
-Business



Option A:
Seal
Illustrated Landmarks
Hometown Americana
Contemporary



Option B:
Seal
Illustrated Landmarks
Hometown Americana
Traditional



Option C:
Typographic
Graphic Landmarks
Hometown Americana
Contemporary

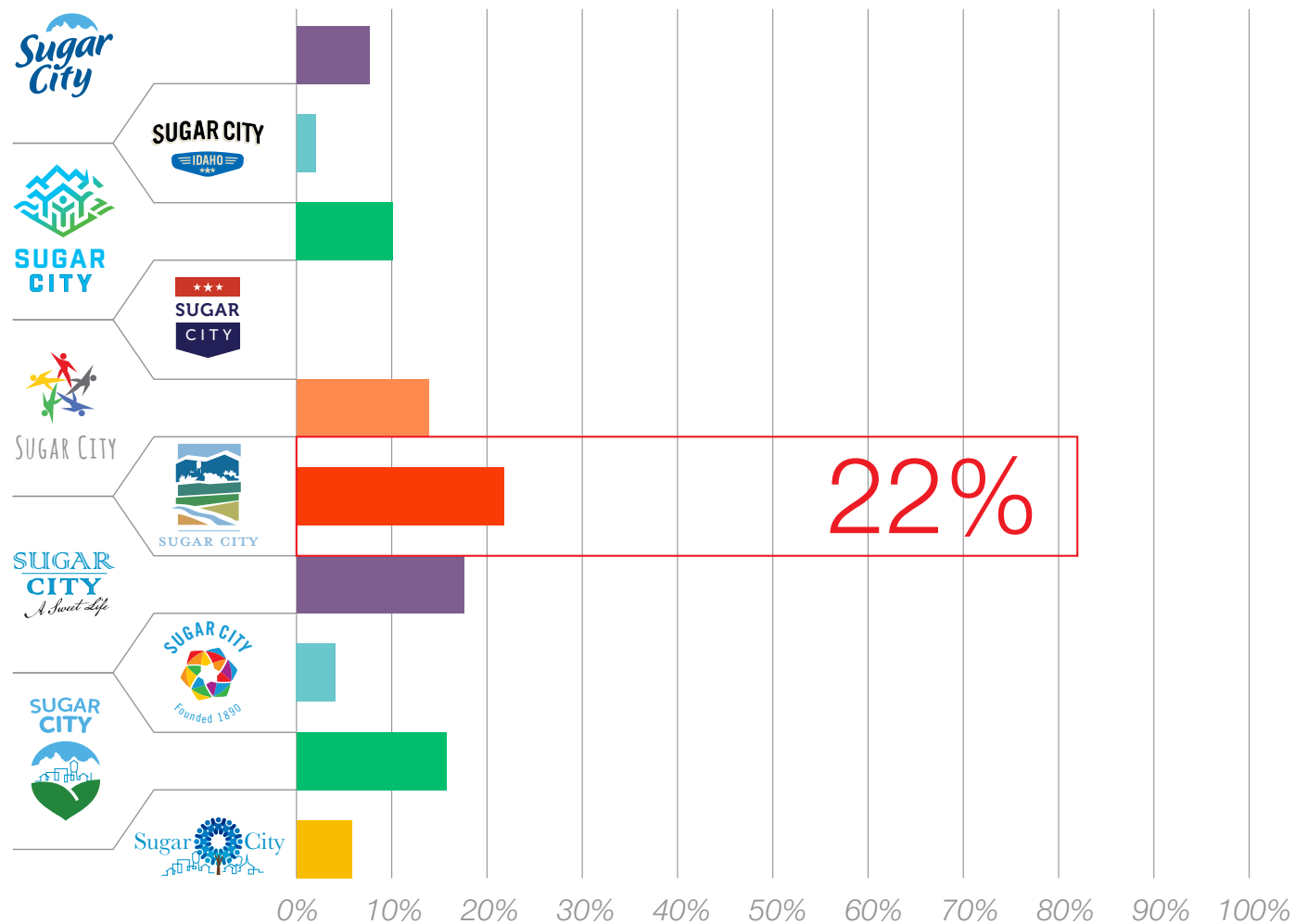


Option D:
Typographic
Graphic Landmarks
Hometown Americana
Traditional

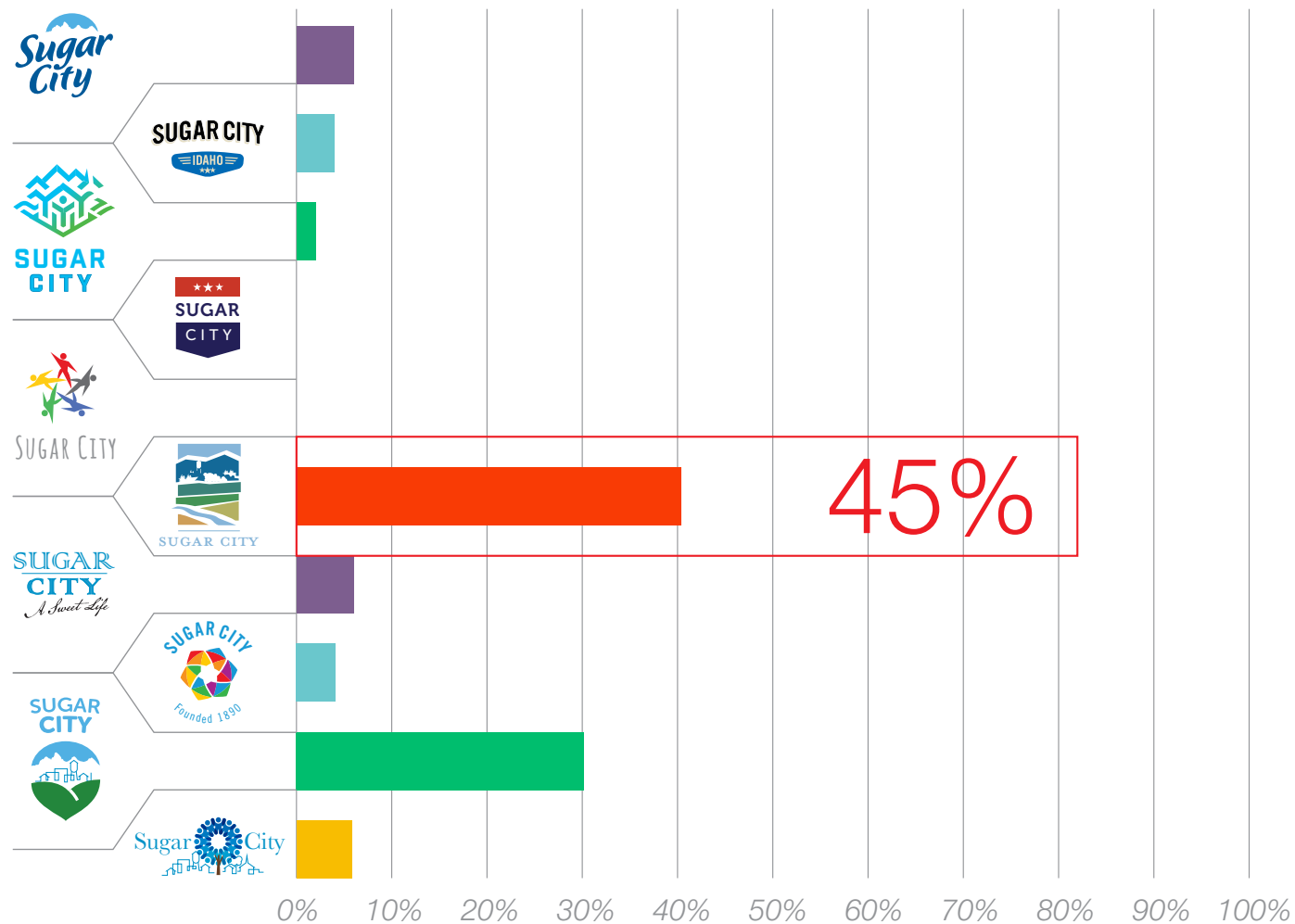
Then we evaluated a number of possible designs, selecting 10 for another public survey.



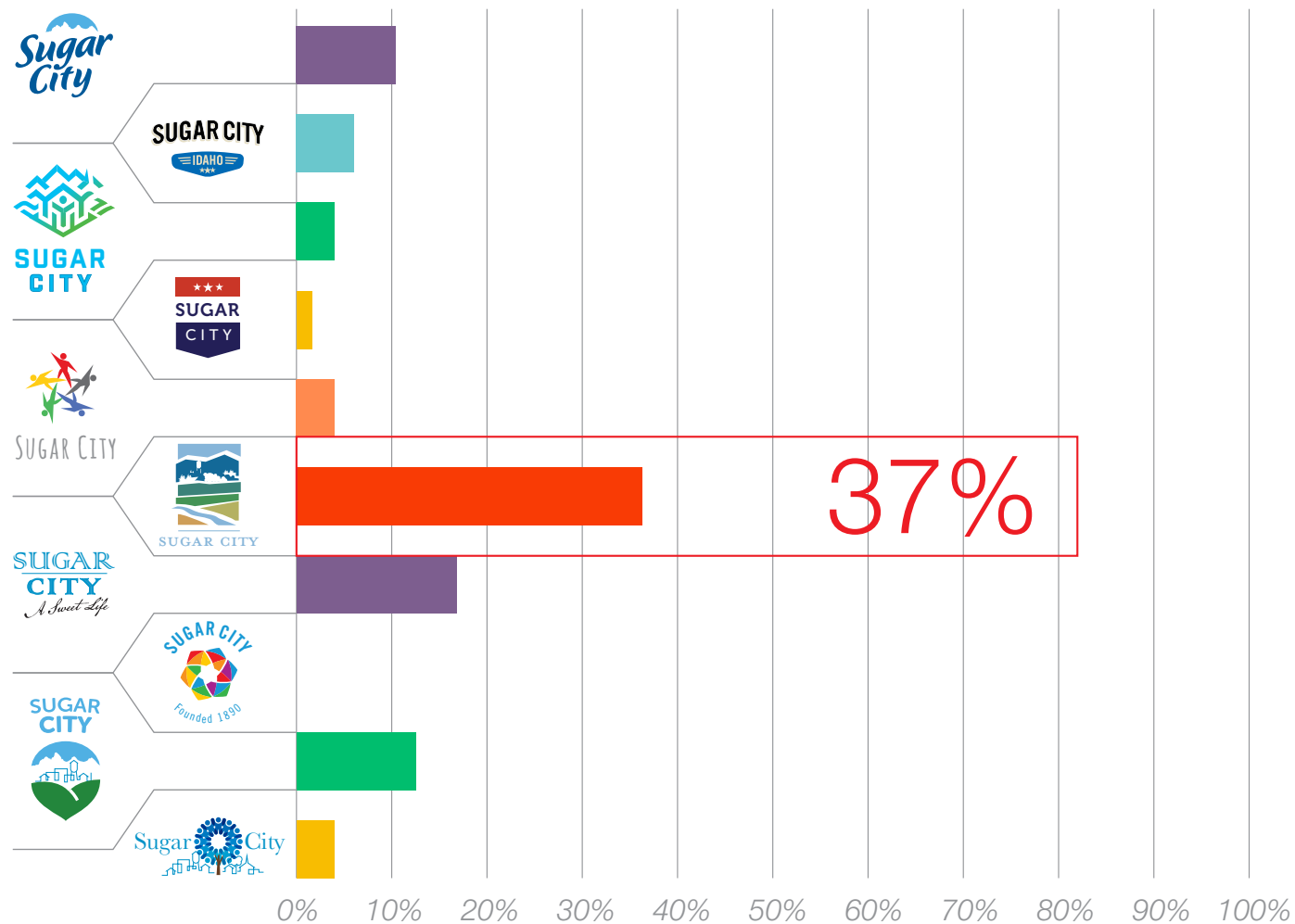
Which logo seems to best represent "family friendly"?



Which logo seems to best represent
"Hometown"?



Which logo best captures the "essence" of Sugar City?



Based on public response, we created variations on that theme for a final decision.



SUGAR

CITY



Sugar
CITY



SUGAR
CITY

City Council then selected the final logo for application in various settings.



Sugar City



Sugar City



Sugar City



Thank you to everyone for excellent
comments and feedback.

